

## WHAT IS CLAIMED IS:

1. A method for providing to an end user, multi-dimensional customer profiles, allowing the end user to effectively manage customer targeting, said method comprising the steps of:

compiling data from multiple sources to create a relational database;

5 using tools to model the relational database;

scoring the modeled database;

integrating scores into a multi-dimensional structure; and

providing access to end users to the multi-dimensional structure.

10 2. A method according to Claim 1 wherein said step of compiling data from multiple sources further comprises the step of compiling data from at least one of world wide web, legacy customer data, and user input.

3. A method according to Claim 1 wherein said step of using tools to model the relational database further comprises the step of using statistical analysis software to model the relational database.

15 4. A method according to Claim 1 wherein said step of using tools to model the relational database further comprises the step of using non-statistical tools to model the relational database.

20 5. A method according to Claim 4 wherein said step of using non-statistical tools to model the relational database further comprises the step of using at least one of artificial intelligence, rule based methods and user input to model the relational database.

6. A method according to Claim 1 wherein said step of using tools to model the relational database further comprises the step of generating an algorithm for use in scoring models.

7. A method according to Claim 1 wherein said step of scoring the modeled database further comprises the step of scoring individual accounts and assigning the accounts at least one of a numerical value, a non numerical value and an economic worth.

5 8. A method according to Claim 7 wherein said step of assigning a non numerical value further comprises the step of assigning accounts to at least one of classes, deciles and clusters.

9. A method according to Claim 1 wherein said step of integrating scores into a multi-dimensional structure further comprises the step of defining and  
10 calculating dimensions of the structure.

10. A method according to Claim 1 wherein said step of integrating scores into a multi-dimensional structure further comprises the step of transforming modeled data into information for decision making.

11. A method according to Claim 1 wherein said step of providing  
15 access to end users further comprises the step of accessing information within the multi-dimensional structure through a graphical user interface.

12. A method according to Claim 1 wherein said step of providing access to end users further comprises the step of generating at least one of reports, graphs and tracking results.

20 13. A system configured to provide to an end user, multi-dimensional customer profiles, allowing the end user to effectively manage customer targeting, said system comprising:

at least one computer;

25 a server configured to compile data from multiple sources to create a relational database, using tools to model data within the relational database, score the modeled data, integrate the scores into a multi-dimensional structure and provide access to the multi-dimensional structure; and

a network connecting said computer to said server.

14. A system according to Claim 13 wherein said server configured to compile data from at least one of world wide web, legacy customer data, and user input.

5 15. A system according to Claim 13 wherein said server configured to use statistical analysis software to model data within the relational database.

16. A system according to Claim 13 wherein said server configured to use non-statistical tools to model data within the relational database.

10 17. A system according to Claim 16 wherein said server configured to use at least one of artificial intelligence, rule based methods and user input to model data within the relational database.

18. A system according to Claim 13 wherein said server configured to generate an algorithm for use in scoring models.

15 19. A system according to Claim 13 server configured to score individual accounts and assign the accounts at least one of a numerical value, a non numerical value and an economic worth.

20. A system according to Claim 19 wherein said server configured to assign accounts to at least one of classes, deciles and clusters.

20 21. A system according to Claim 13 wherein said server configured to define and calculate dimensions of the structure.

22. A system according to Claim 13 wherein said server configured to transform modeled data into information for decision making.

25 23. A system according to Claim 13 wherein said server configured to allow access to information within the multi-dimensional structure through a graphical user interface.

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